

ABSTRACT OF THE DISCLOSURE

A purchaser terminal of a plurality of purchaser terminals requests an electronic coupon for a product from a marketing server, whereupon the marketing server sends the requested electronic coupon to the purchaser terminal. The electronic coupon has buried in it discount information indicating a discount price or discount rate, this discount information being encrypted by means of an electronic watermark or the like. Upon the sending of the electronic coupon, the user of the purchaser terminal inputs a decryption instruction to the purchaser terminal, and in doing so the purchaser terminal decrypts the discount information buried in the electronic coupon and displays the decrypted discount information on a display unit. If the decrypted discount rate or discount price is satisfactory, the user of the purchaser terminal attaches the electronic coupon to order information and sends the same to the marketing server.